

PRISCILLA HIDALGO SOLIS

Techno-Anthropologist · AI Adoption, Partnerships and AI Products People Actually Use

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Spanish (native) · English C2 · German C1 · French C1

PROFILE

Technology only works when it's useful for the person using it. That's what I do: help people understand AI, trust it and adopt it. For 15 years I worked across sales, customer success, partnerships and adoption at Microsoft, Wrike and Citrix, across Europe, the US and Latin America, in several languages.

The tools kept changing. The people didn't. Today I apply those learnings to AI. I read the human systems around technology, the trust, the language, the habits, and I build AI people actually use, including what happens after deployment. I translate human experience into technology, and build systems people live their lives around.

WHAT I DELIVER

- **Adoption, measured.** \$21M closed against a \$17M target · churn down to 2% across 2,000+ clients · partner business grown 400% in 12 months across 12+ countries · a deal registration process carrying 6,000+ deals and \$100M+ a year.
- **Change without authority.** Partner programs rebuilt through three acquisitions, four functions kept on one standard, and plays adapted to each market's language and buying culture instead of translated.
- **Research and build in one person.** As an anthropologist I study how people really behave before anything is built. Then I build the AI myself, with accessibility, security, privacy and EU AI Act transparency designed in, not added later.

EXPERIENCE

Founder & Managing Director · DxVida

Dresden and remote · Jan 2024 – Present · Independent practice since 2024, DxVida GmbH since Sep 2026

I left the stability of the corporate world to build something with purpose. At DxVida I help companies, teams and partners turn AI from a tool they have into a capability they use.

- **Adoption & coaching.** AI adoption programs and training that start with the people, plus coaching for 10+ women worldwide on AI adoption, careers and leadership.
- **AI products.** Apps, agents and voiced characters built around real problems, including a Trade Co-pilot live in three languages with EU AI Act transparency.
- **Business transformation.** Process optimization, automation design and market research for small and mid-sized businesses.
- **Method & tools.** Human-First Adoption: observe reality, decode structure, build, adapt with humans, test in real life. Built with Claude Code, Claude API, n8n, Supabase, Netlify, Lovable and ElevenLabs.

Worldwide Strategic Channel Program Manager · Citrix (Cloud Software Group)

Apr 2022 – Dec 2023 · Worldwide

Three acquisitions in four years had left the partner programs disconnected, and revenue was getting lost in the gaps.

- Rebuilt global deal registration end to end: partners registered 6,000+ deals worth over \$100M a year through it.
- Rebuilt the partner programs (and myself) three times as owners changed, so partners always knew where they stood.
- Cut operational cost by 30% through automation, and kept sales, marketing, operations and legal on one standard without authority over any of them.

Partner Program Manager EMEA & LATAM, then Customer Success Manager · Wrike (Cloud Software Group)

Jan 2020 – Apr 2022 · EMEA, LATAM, Global

When the partnerships team was dissolved during the acquisition, in the middle of the pandemic, I was the only one left for two regions.

- Grew the EMEA and LATAM partner business 400% in twelve months across 12+ countries, adapting the plays to each market's language and buying culture.
- As Customer Success Manager, brought churn down to 2% across 2,000+ clients by understanding what people actually needed, often inside their own tools.

Technical Solutions Professional, then Account Executive · Microsoft

Feb 2016 – Oct 2019 · Costa Rica, LATAM

I spent these years explaining to organizations across Latin America what the cloud was and why it was safe.

- Closed \$21M against a \$17M target, 24% above plan, and tripled active M365 use.
- Co-sold Azure migrations and turned the technology into language executives could decide on.
- When the target moved from licenses to Azure consumption, taught the channel a new business model rather than a new product.

Account Executive, LATAM & Iberian Peninsula · Socialbakers (now Emplifi)

May 2014 – Jun 2015 · LATAM, EMEA

- Sold a new category of social analytics to 400+ clients in four languages, before companies had a budget for it, building every business case from data.

SKILLS, METHODS & TOOLS

AI adoption & enablement: Adoption programs for teams and partners · AI literacy training · change management (ADKAR) · enablement and certification design · human-in-the-loop design · EU AI Act transparency · privacy by design · accessibility

Research: Netnography and community research · interviews and field observation · learner and user profiling · multilingual research in Spanish, English, German and French

Build & ship: Claude Code · Claude API · Gemini · Azure AI Foundry · Supabase · Netlify · Railway · n8n · Lovable · ElevenLabs · REST APIs & webhooks · Postman · multi-agent workflows with human approval · prompt design · conversation design (CDI, Cognigy)

AI evaluation & data: Testing and correcting model outputs · reviewing model pre-labels on images · labelling robotics video against a written rubric

Partnerships & go-to-market: GSI/SI · ISV · reseller & MSP programs · deal registration · co-sell & co-marketing · partner economics & incentives · MDF/SPIFF · PRM/CRM (Salesforce)

Storytelling & design: Character design · voice direction (ElevenLabs) · brand kits · multilingual content · explaining complex technology in plain language

Tools & methods: Salesforce · Power BI · Tableau · M365 · Zapier · Power Automate · Scrum (PSM I) · Kanban

EDUCATION, CERTIFICATIONS & RECOGNITION

KI-Anwendungsspezialist:in (IHK), Syntax Institut (AZAV-accredited), May 2026: generative AI and LLMs, AI agent development, EU AI Act and compliance, AI-driven process optimization

MA Anthropology and MA European History, Erasmus Mundus TEMA, Charles University Prague and University of Catania, 2013. Thesis on migrants and belonging in online communities. Both degrees recognized in Anabin.

BA Anthropology, Universidad de Costa Rica, 2011

Certifications: Conversation Design Institute · Cognigy Conversational AI Professional and Agentic AI Foundations · Microsoft Azure AI Foundry · Professional Scrum Master I · Microsoft Azure AI and M365

Recognition: Mentor of the Year 2025 in Career Guidance, Femme Palette · Brand Ambassador, Femme Palette · Ambassador, Empressa AI · featured in the Empressive Book of Women · 11K+ LinkedIn community around AI, culture and transformation